II. AMENDMENTS TO THE CLAIMS

The following is a courtesy copy of the currently pending claims; no revisions have been made via this document:

1-12. (Canceled).

13. (Currently Amended) A method of presenting marketing content on a web page using a marketing page element, the method comprising the steps of:

(a)   selecting a plurality of data items, every data item identifying [[a]] an individual marketed product and having only marketing content for the marketed product for displaying on the web page, using a marketing strategy for selecting the marketed item, in a marketing content selection system;

(b)   storing said data items in one of a plurality of marketing page elements, every marketing page element being of a different type, according to a ~~style of presentation employed~~ a mode for delivering information to a user and providing a framework for the data items; and

(c)   presenting said data items on said web page, wherein the marketing page element is placed anywhere on the web page.

14. (Previously Presented) The method as claimed in claim 13, wherein said marketing page element comprises a plurality of marketing page element items, and wherein the data items for the marketed item are connected to one of said plurality of marketing page element items.

15. (Original) The method as claimed in claim 14, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

16. (Previously Presented) The method as claimed in claim 13, wherein said marketing strategy is specified by a business rule in an if - then format.

17. (Previously Presented) The method as claimed in claim 16, wherein the selecting of data items in step (a) is based on a combination of information displayed on the web page and information pertaining to the person viewing the web page.

18. (Original) The method as claimed in claim 13 further comprising between steps (a) and (c), the step of retrieving data items selected in step (a) from a marketing content retrieval system, said marketing content retrieval system adapted to provide data items to said marketing page element.

19. (Original) The method as claimed in claim 18, wherein said marketing content retrieval system comprises a first source of data items, wherein data items are retrieved from said first source of data items for subsequent storage in said marketing page element, said first source of

data items comprising at least one of the following: a database, a data stream, a storage device, a memory device.

20. (Original) The method as claimed in claim 19, wherein each data item in said first source of data items comprises one of the following: text, an image, an audio file, a video file, a movie, a document, a hyperlink, an animation, an object capable of accepting input, an object capable of presenting output.

21. (Original) The method as claimed in claim 20, wherein the method also comprises the step of retrieving at least one data item from a second source of data items when at least one of said plurality of selected data items cannot be retrieved from said first source of data items.

22. (Original) The method as claimed in claim 13, wherein said marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

23. (Original) The method as claimed in claim 13, wherein the selecting of data items in step (a) is performed by at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

24. (Original) The method as claimed in claim 15 wherein the method further comprises at least one of the following steps:

(i)   making modifications to the manner in which the selecting of data items in step (a) is made, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or said data items;

(ii)   making modifications to said data items, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or the manner in which the selecting of data items in step (a) is made; and

(iii)   making modifications to the layout of the web page elements on the web page, wherein the modifications can be effected without changing either said data items or the manner in which the selecting of data items in step (a) is made.

25-55. (Canceled).